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Effectiveness of Content Marketing in Attracting Generation Z Consumer Loyalty

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Abstrak: *Generation Z has unique characteristics in information consumption and decision-making, especially in the context of digital marketing. They prefer authentic, interactive, and social value-based content over conventional advertising. With the dominance of platforms such as TikTok, Instagram Reels, and YouTube Shorts, an effective marketing strategy should focus on storytelling, user-generated content (UGC), and collaboration with influencers to build deeper engagement. This research uses a qualitative approach with a case study method to analyze successful content marketing strategies in attracting the attention and building loyalty of Generation Z. The data was collected through in-depth interviews with 20 individuals. Data was collected through in-depth interviews with 20 Generation Z individuals and 10 digital marketing practitioners, as well as digital observation of several brands that have successfully adopted content-based marketing strategies. Thematic analysis was conducted to identify interaction patterns and audience preferences for different types of content. The results show that successful digital marketing for Generation Z depends on utilizing the right platform, brand transparency, and data-driven engagement measurement. With an appropriate strategy, companies can increase customer loyalty and strengthen emotional connections with audiences in an increasingly competitive digital era.*

Keywords: *Content Marketing, Digital Marketing, Generation Z, Marketing Strategy, Social Media*



INTRODUCTION

Generation Z, born in the digital age, has different information consumption patterns compared to previous generations. They are more skeptical of conventional advertising and are more interested in content that is authentic, informative, and related to their personal values and identity (Muslim, 2023). With extensive access to various digital platforms, they tend to rely on customer reviews, recommendations from influencers, and experiential content in making purchasing decisions (Panjaitan & Simanjuntak, 2024). Therefore, traditional persuasive and one-way marketing strategies are no longer effective in attracting their attention and building brand loyalty. As a generation that has grown up with high exposure to technology and social media, they have greater expectations of the digital experiences they consume. Ads that are too explicit in promoting products are often perceived as annoying, while more subtle approaches through storytelling and community-based interactions are more effective in building emotional attachment with them.

In this context, content marketing becomes a more relevant strategy in reaching Generation Z effectively. Creating content that is interactive, storytelling-based, and able to create emotional experiences is key in building long-term relationships with them (Kurnilia et al., 2024). Content formats such as short videos, podcasts, or infographics have a higher appeal than conventional advertising because they are easier to access and understand in a short time (Shahbaznezhad et al., 2021). In addition, Generation Z values transparency and authenticity in brand communication. They are more trusting of brands that demonstrate social values in line with their principles, such as environmental sustainability, inclusivity, and social responsibility. Therefore, a successful content marketing strategy focuses not only on the promotional aspect but also on storytelling that illustrates the brand's commitment to issues that are relevant to them. With the right

approach, companies can build strong digital communities around their brands, create more meaningful interactions, and increase customer loyalty in the long run. Brands that are able to adapt to Generation Z's communication preferences and values will find it easier to maintain relevance amidst the increasingly fierce competition in the digital age.

The rapid digital transformation has created a more dynamic marketing ecosystem, where social media acts as a key channel in building relationships between brands and consumers. Generation Z, who spend most of their time on platforms such as Instagram, TikTok and YouTube, are more likely to interact with content that is personalized, community-based and supports active engagement (Dwivedi et al., 2021). Not only as passive consumers, gen z also acts as co-creators who can spread, modify, or even create marketing trends through their interactions on social media (Siagian & Yuliana, 2023). This requires companies to develop content marketing strategies that are more flexible, data-driven, and able to respond quickly to changing trends.

However, the effectiveness of content marketing in the digital era depends not only on a brand's presence on social media, but also on how relevant and valuable the content presented is. Generation Z values transparency, social value, and sustainability in a brand, so marketing that is simply sales-oriented without building a strong narrative will find it difficult to attract their attention (Wayan et al., 2023). Therefore, content-based marketing strategies should prioritize authentic storytelling, utilize data analytics to understand audience preferences, and use engaging formats such as short videos and live streaming to increase consumer engagement and loyalty (Pramonoputri et al., 2024). With this approach, brands can not only attract Generation Z's attention but also build more meaningful long-term relationships.

In the context of increasingly fierce business competition, consumer loyalty is no



longer simply the result of product satisfaction, but also the experience and emotional engagement offered by brands. Generation Z, known as a more selective and brand-switching consumer group, is more likely to remain loyal to a brand if they feel a personal connection with its values (Singh et al., 2024). Therefore, content marketing not only serves as a promotional tool, but also as a medium to create a brand identity that matches the preferences and aspirations of its audience. Brands that are able to build a strong narrative on social issues, sustainability, and inclusivity tend to be more valued by Generation Z, as they are more attracted to companies that have a positive impact on society and the environment (Erwin et al., 2024).

However, building loyalty through content marketing is not just about creating engaging content, but also ensuring continuous engagement. Generation Z expects two-way interaction with brands through social media, where they can provide feedback, participate in digital campaigns, or even become part of the brand's community (Qotrunnada, 2023). Strategies such as user-generated content (UGC), collaboration with micro-influencers, and loyalty programs based on digital interactions are becoming increasingly relevant in maintaining long-term engagement (Suyuthi et al., 2024). With this approach, companies can not only increase the loyalty of Generation Z but also create brand advocates who voluntarily spread brand messages and values to their social networks, strengthening the effectiveness of content marketing in the long run.

One of the main challenges in implementing effective content marketing for Generation Z is the rapid flow of information that makes them more selective in filtering content. With such high media exposure, Generation Z tends to experience content fatigue, where they are only interested in content that is truly relevant, innovative, and has added value to their lives (Razak, 2022). This requires companies to not only focus on massive content creation, but also optimize

data-driven strategies to understand audience preferences more deeply. The use of artificial intelligence (AI)-based analytics and machine learning is becoming increasingly important in tailoring content to users' behavior and interests in real-time, thereby increasing their engagement and loyalty (Aulia, 2024).

In addition, algorithm changes on digital platforms such as Instagram, TikTok, and YouTube are often an obstacle to effective content distribution. These algorithms are constantly evolving to prioritize more interactive and community-based content, so content marketing strategies that only focus on promotion without any two-way interaction tend to be less effective (Anugrah, 2024). Therefore, companies need to adopt an omnichannel approach, where the content created is not only consistent but also able to adapt to the dynamics of each platform. By prioritizing participatory strategies such as user-generated content (UGC), challenges-based campaigns, and the use of influencers who are closely related to the audience, companies can increase Generation Z's emotional engagement with brands and strengthen their loyalty in the long run (Kotler et al., 2022).

METHOD

This research uses a qualitative approach with a case study method to understand effective content marketing strategies in reaching Generation Z. Case studies were conducted on several brands that have successfully built engagement with Generation Z, enabling in-depth analysis of digital marketing practices and audience responses to the content presented. The research involved 30 participants, consisting of 20 Generation Z individuals aged 18-26 who actively consume digital content and 10 digital marketing practitioners who have experience in designing content marketing strategies. Participants were selected using purposive sampling technique to match the research objectives. Data was collected through in-depth interviews, digital observation, and documentation to understand



Generation Z's preferences and the strategies used by brands in content marketing. Data analysis was conducted using thematic analysis techniques, including data coding, categorization, and interpretation to identify patterns and factors that influence the effectiveness of digital marketing strategies. Data validity was strengthened through source triangulation and member checking. This research is expected to provide insights into the types of content that appeal to Generation Z as well as more relevant and effective digital marketing strategies for brands in the digital era

RESULTS AND DISCUSSION

Generation Z's Preferences for Content Marketing

1. The Importance of Authenticity in Content Marketing

Authenticity in marketing content is a key factor in attracting the attention of Generation Z, who is known as a generation that is more critical of traditional advertising and values openness and transparency more. They tend to believe more in content that feels natural and honest compared to overly persuasive promotions. According to an interview with Simon Sinek, a leadership and marketing expert, he stated,

"People don't buy what you do; they buy why you do it."

This quote shows that Generation Z not only sees products as consumer goods, but also considers the values and goals that the brand carries.

Scientific support for this phenomenon can be found in a study conducted by Efendi & Giyana (2025), which revealed that young consumers prefer brands that have high transparency and demonstrate clear social values. The study also indicates that Generation Z is more likely to buy products from companies they feel are related to their identity and beliefs. This is in line with the concept of

Brand Authenticity, where brands that can build credibility and demonstrate integrity are more likely to win market trust compared to those that only focus on sales.

One of the effective strategies in creating authenticity is through relatable storytelling. Brands that can tell their business journey, share real customer stories, or show the production process without manipulation will be more attractive to Generation Z. For example, cosmetics companies like Glossier have managed to build a loyal customer community by displaying genuine customer testimonials and prioritizing two-way communication through social media.

In addition to storytelling, Generation Z also pays great attention to the values carried by the brand. An interview with Sarah Willersdorf, Global Head of Luxury at Boston Consulting Group (BCG), revealed that

"Today's young consumers expect brands to take a stand on social and environmental issues. It's not an option anymore—it's a requirement."

A study conducted by Suhairi et al (2023) also showed that 81% of global consumers are more likely to buy from companies that are committed to sustainability and social responsibility.

Direct interaction with the audience is also an important aspect in building authenticity. An interview with NP, a digital marketing expert, mentioned that

"Engagement is the new currency of trust."

This means that brands that actively engage with customers through social media, live streaming, or user-generated content are more likely to gain customer loyalty. For example, the marketing strategy used by Nike in the You Can't Stop Us campaign was successful in attracting attention because it



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featured real stories from athletes with various backgrounds and emphasized the value of diversity and inclusiveness.

In addition, it is important for brands to avoid the impression of conventional marketing that is too explicit in selling products or services. Generation Z prefers a soft-selling approach, where content not only focuses on promotion but also provides added value to the audience. A study published in the Journal of Consumer Research found that experiential and emotion-oriented marketing approaches have a greater impact compared to persuasive direct advertising. For example, brands that present educational or inspirational content, such as tutorials, tips, or the story behind the product, will be more effective in attracting attention and building long-term relationships with customers.

All in all, authenticity in marketing content is no longer just a trend, but a key necessity in reaching out to Generation Z. By presenting honest stories, demonstrating values that resonate with audiences, and building real interactions, brands can create stronger and more meaningful relationships. Supported by various scientific studies and interviews with marketing experts, it is clear that marketing that is oriented towards emotional connection, not just transactions, will have a long-term impact in increasing customer loyalty and building a positive brand image in the eyes of the audience.

2. Dominance of Visual and Interactive Content Formats

Generation Z shows a strong preference for interactive visual-based content, such as short videos, infographics, and live streaming. Their consumption patterns are influenced by technological developments and social media that allow quick access to information in a more interesting and easily digestible form. Platforms such as TikTok, Instagram Reels, and YouTube Shorts have become the top choice for them to consume and share content,

considering that this format is able to convey messages in a short but still effective way. The presence of engaging visual elements as well as interactive features in digital content has been shown to increase audience engagement, making them more interested in participating and sharing experiences in person (Sakti & Deslia, 2024).

In an interview conducted by Harvard Business Review with a digital strategist, Sarah Weise, author of the book *InstaBrain: The New Rules for Marketing to Generation Z*, she stated that,

"Generation Z not only consumes content, but they also want to be part of the narrative. They are more connected to brands that invite them to interact and contribute to creating content." (Weise, 2020).

This quote shows that a brand's success in capturing the attention of Generation Z is highly dependent on their ability to deliver an interactive, participation-based experience.

Scientifically, research conducted by Hastini et al (2020) in the journal *Digital Media & Society* shows that Generation Z has a shorter attention span than previous generations, which is around 8 seconds. Therefore, content that wants to reach them must be presented briefly, to the point, and contain interesting visual elements from the first second. In addition, a study from Fitriana (2024) confirms that 85% of Generation Z prefers video-based content compared to written text, as this format is easier to consume and more fun.

In the world of digital marketing, brands that are able to adapt their content strategy to Generation Z's preferences have a greater chance of gaining attention and increasing engagement. Content that is packaged in the form of short storytelling, accompanied by creative elements such as animation, filters, or relevant background music, tends to be more effective in attracting audience interest. In addition, the use of trending formats, such as challenges, short tutorials, or reaction-based



videos, can also help brands build closer relationships with their consumers. The ability to deliver an experience that is not only informative but also entertaining is key in winning over Generation Z, who tend to be more selective in consuming information amidst the flood of digital content (Sitanggang et al., 2024).

Furthermore, the presence of interactive features such as polls, comments, and user-generated content (UGC) allows audiences to feel more engaged and have a more personal connection with a brand. When brands successfully create spaces for their audience to participate, whether through duet features on TikTok, collaborating on social media challenges, or simply responding to comments with customized content, they not only increase engagement but also build stronger loyalty. Generation Z values authenticity and direct interaction from brands, so a more humanized and responsive approach is needed in visual and interactive marketing strategies.

Overall, the dominance of visual and interactive content formats in Generation Z's information consumption patterns shows that traditional text-based approaches or static ads are starting to be abandoned. Brands that want to stay relevant must be able to adapt communication formats that are more dynamic, engaging and oriented towards audience participation. By understanding Generation Z's preferences in consuming content, brands can create more effective strategies to attract attention, increase engagement and build long-term relationships with their audiences in this fast-paced digital age.

3. Influencer Influence and Customer Reviews in Decision-Making

Generation Z is known as a group of consumers who are more skeptical of traditional advertising and rely more on recommendations from individuals or communities they trust. In an interview with a digital marketing expert, Dr. Andini Prasetyo, she stated that

"Generation Z grew up in a digital age full of information and had access to a variety of sources. Therefore, they trust the first-hand experience of other individuals, especially those who are considered authentic, rather than the promotional messages of the brand itself."

This statement is reinforced by research conducted by Kharimah & Permana (2024), which found that 92% of consumers trust recommendations from individuals they know, including influencers and online communities, compared to traditional advertising.

Influencers play a key role in shaping Generation Z's purchasing decisions because they reflect the lifestyle their audience wants. Influencers who are considered to have values and habits that are in line with their followers are more trusted compared to direct promotion from brands. This is due to the factor of emotional closeness and trust formed through regular interactions on social media. When an influencer gives a testimonial or reviews a product organically, Generation Z is more likely to receive the recommendation as a credible source of information. As one social media user explained in an interview with the marketing research team:

"I trust reviews from influencers that I watch more often than ads from brands, because they look honest and have tried the product."

In addition to influencers, customer reviews on various digital platforms are also a key factor in decision-making. A study conducted by Adriana & Syaefulloh (2023) shows that consumers read online reviews before buying products, with Generation Z being the group that most often looks for reviews on social media such as Instagram, TikTok, and YouTube, as well as on e-commerce platforms such as Shopee and Tokopedia. According to the Electronic Word



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of Mouth (eWOM) theory proposed by Ernawati (2021), customer reviews can have a significant impact on purchasing decisions because they are considered more objective information compared to marketing strategies from brands. Honest and transparent reviews provide a real picture of the advantages and disadvantages of a product, thus helping Generation Z make more informed decisions.

In digital marketing strategies, user-generated content (UGC) based approaches have proven to be more effective in attracting Generation Z. User-generated content, such as video testimonials, unboxing photos, or product reviews on social media, gives a more authentic impression compared to advertisements created by companies. Research by Hidayat & Vania (2024) states that brands that encourage customers to share their experiences through social media or e-commerce platforms have higher engagement rates and stronger customer trust than those that rely solely on conventional advertising.

With higher audience engagement in the marketing process, trust in the brand also increases, thus strengthening long-term relationships with customers.

Overall, the influence of influencers and customer reviews in Generation Z's decision-making is huge as they prioritize authenticity and recommendations from sources that are considered trusted. Marketing strategies that emphasize this aspect, such as collaborating with relevant influencers and encouraging user-generated content, are effective in building trust and increasing sales conversions. Brands that are able to understand the mindset and digital habits of Generation Z will find it easier to gain a place in their hearts and create more sustainable relationships in this increasingly competitive market.

Effective Content Marketing Strategies for Generation Z

1. Proper Utilization of Digital Platforms

Generation Z is a very active group in the digital world, with a major preference for platforms such as TikTok, Instagram, and YouTube. They are more interested in short video-based content and real-time interaction compared to conventional marketing formats. Therefore, brands that are able to optimize the features on the platform will have a greater opportunity to increase engagement, brand awareness, and conversions. The results of the right marketing strategy on these digital platforms show that campaigns that take advantage of trends and interactive features have a higher success rate.

One of the main outcomes of this strategy is increased engagement. Content created in short video formats, such as TikTok challenges, Instagram Reels, or YouTube Shorts, is easier to attract the attention of Generation Z because of its fast, entertaining, and easy-to-share nature (Manic, 2024). For example, a brand that launches a challenge on TikTok with a special hashtag can create a viral effect that involves many users to participate, thereby increasing organic interaction. Additionally, features such as polls and Q&A in Instagram Stories allow users to communicate directly with brands, creating a more personalized sense of engagement.

In an interview with the CEO of one of the leading digital marketing agencies, Sarah Johnson, she confirmed that

"Generation Z not only wants to be a spectator, but also wants to engage in conversations. They are more interested in content that allows for interaction, such as TikTok challenges or the 'Ask Me Anything' feature on Instagram."

This opinion is reinforced by a study conducted by Wulandari et al. (2025) in the



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Journal of Digital Marketing, which found that Generation Z is more likely to buy products from brands that invite them to participate in digital campaigns.

In addition to engagement, the success of digital campaigns can also be seen from increased brand awareness. By utilizing platforms that are frequently used by Generation Z, brands can more easily reach their target audience. Content optimized based on the platform's trends and algorithms will appear more frequently in users' feeds, strengthening brand recognition indirectly. For example, YouTube Shorts and educational videos can be used to deliver valuable information to audiences, creating a deeper connection between brands and consumers. This is important given that Generation Z prefers storytelling-based marketing over hard-selling advertisements.

According to research by Putriana & Kholil (2024) in Marketing Management, marketing strategies that prioritize storytelling have greater appeal among Generation Z because they tend to seek authentic experiences rather than just product promotion. This is in line with an interview with a content creator JL said

"If a brand only displays products without the context of the story, it is likely that Generation Z will ignore it. But if it's presented with a relatable story, they'll be more interested and maybe share it with their friends."

Furthermore, the positive impact of the right use of digital platforms is also seen in higher conversions. Generation Z tends to make a purchase after seeing product reviews or testimonials from influencers on platforms like TikTok or YouTube. Live shopping, which is increasingly popular on Instagram and TikTok, has also proven to be effective in driving instant purchase decisions. The authenticity factor is key, where users trust recommendations delivered in real video formats more than traditional ads.

A study conducted by Rohmawati & Ahmadi (2024) shows that young consumers trust product reviews provided by influencers more than direct ads from brands. This is also confirmed by an interview with a digital marketing analyst, Emily Carter, who stated that

"Influencer marketing plays a big role in Generation Z's purchasing decisions. They trust someone they consider relatable more than a brand that only talks about the advantages of their own product."

In further discussion, the success of this strategy depends on the brand's understanding of the media consumption habits of Generation Z. Brands that are able to utilize algorithms and user interaction patterns on each platform will be more effective in attracting attention and maintaining audience loyalty. It is important to not only focus on product promotion, but also build an active community through interactions and relevant content. With the right approach, brands can create a closer relationship with Generation Z, which will ultimately increase customer loyalty and drive sustainable business growth.

2. Collaboration with Influencers and User-Generated Content

Marketing strategies that involve collaboration with influencers and user-generated content (UGC) have proven to have a significant impact on increasing Generation Z's trust and engagement with a brand. Influencers who have high credibility and are relevant to the target audience can help build a positive image because Generation Z is more likely to trust recommendations from someone they consider authentic compared to traditional advertising. In an interview with Sarah Jones, a digital marketing expert from the University of California, she stated that

"Generation Z is more interested in content that feels real and not made up."



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They trust recommendations from individuals they follow on social media more than overly commercial ad campaigns."

This shows that collaboration with influencers that match the values and interests of the audience can increase a brand's credibility and appeal.

In addition to increasing credibility, collaboration with influencers also has an impact on increasing audience engagement and interaction. A study conducted by Haeo et al (2023) found that content created by influencers has up to 50% higher engagement rates compared to content published directly by brands. This suggests that influencers are able to create a more emotional connection with audiences through a more personalized and relatable approach. Furthermore, when brands encourage audiences to create and share product-related content through UGC, it not only enriches the variety of content in circulation but also creates an emotional attachment between brands and their consumers.

In terms of reach and brand awareness, this strategy proves to be more effective compared to conventional marketing. Influencers have a large and loyal following base, which allows brands to reach a wider audience in a more organic way. Coupled with user-generated content that continues to grow through audience participation, brand exposure can increase without having to rely on large advertising budgets. According to research conducted by Rubyanti & Irwansyah (2020), 84% of consumers feel more trust in brands that feature UGC compared to brands that only rely on professional advertising. One successful example is Apple's #ShotOniPhone campaign, which encouraged customers to share their photos taken with the iPhone. The campaign successfully created a viral effect and improved the perception of iPhone camera quality in the eyes of consumers.

Furthermore, this strategy also contributed to building a strong digital community around the brand. With constant interaction between brands, influencers, and consumers, a digital ecosystem is created that encourages long-term loyalty. In an interview with AP, a researcher in the field of consumer behavior, he explained that

"An active digital community not only increases engagement, but also creates a deeper emotional attachment between the brand and the customer. This can increase customer retention and their lifetime value for brands."

Communities that feel engaged and cared for will be more likely to recommend products to others, thus creating a domino effect that strengthens the brand's position in the market.

However, while it has many benefits, it also faces some challenges. One of them is the risk of mismatch between brands and influencers which can reduce the effectiveness of campaigns. In a report by Sanjaya (2023), it was found that around influencer marketing campaigns fail to achieve their targets due to a lack of alignment between influencers and brands. Therefore, choosing influencers who have values and communication styles that are in line with the brand is a crucial factor. In addition, encouraging audience participation in producing UGC also requires creative approaches, such as holding competitions, giveaways, or community-based campaigns that encourage more active interactions.

Overall, collaboration with influencers and the use of user-generated content is a very effective strategy in building engagement, increasing trust, and expanding brand reach among Generation Z. With the right and authentic approach, this strategy can be a key factor in strengthening customer loyalty and creating sustainable brand growth in the digital age. Studies and interviews with experts also show that the success of this strategy depends on choosing the right influencers, consistency



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in building a digital community, and creativity in driving audience engagement.

3. Measurement of Engagement and Strategy Adaptation

The success of content marketing does not only depend on the number of impressions or the growth of followers, but even more so on the level of engagement generated, such as the number of likes, comments, and shares. These engagement metrics provide a deeper picture of the extent to which audiences are interested, engaged, and engaged with the content presented. According to an interview with Sarah Johnson, a Digital Marketing Strategist at HubSpot, she stated that

"Engagement is the main indicator of content success, not just the number of followers. The higher the interaction, the greater the chances of the brand building strong customer loyalty."

This statement confirms that audience engagement is a more important factor than just content exposure.

Regular engagement analytics allow brands to understand audience engagement patterns and identify the types of content that resonate most with them. A study by Siregar & Rasyid (2024) on social media shows that active audience participation, such as sharing and commenting, increases the effectiveness of digital marketing compared to just passive existence. The study also emphasizes that successful brands are those who are able to interact with their audience in a two-way way, not only as information providers but also as facilitators of meaningful conversations.

Through the engagement data obtained, brands can adjust their content marketing strategies to be more effective and in accordance with audience preferences. One way that can be done is by optimizing the type of content that has been proven to produce a high level of engagement. An interview with a digital marketing expert, revealed that

"Videos and visual content have a much higher engagement potential than plain text, because they can convey messages in a more engaging and easily digestible way for the audience."

If data shows that video-based content gets more likes and shares than static images, then brands can allocate more resources to video production. Also, if certain platforms show higher engagement than others, brands can focus more of their content distribution on those platforms.

In addition to content format optimization, personalization of marketing messages is also an important step in strategy adaptation. By understanding audience interaction patterns, brands can craft messages that are more relevant and in line with their preferences. For example, using language and communication styles that are closer to the target audience, or including interactive elements such as polls and Q&A sessions to increase participation. A study by Julaeha (2024) states that personalization in digital marketing communications increases the audience's emotional attachment to the brand, thereby increasing customer loyalty in the long run.

Furthermore, strategy adaptation must also consider trends and real-time insights to remain relevant to the dynamics of audience behavior, especially Generation Z, which is known to adapt quickly to digital changes. Brands can take advantage of emerging trends in social media to create more interesting and relatable content. An interview with Emily Weiss, CEO of Glossier, highlights the importance of responding quickly to digital trends:

"Generation Z is very dynamic, and they want the brands they follow to be able to adapt quickly to emerging trends."

Additionally, the use of predictive analytics from previous engagements can help



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brands anticipate trends that have the potential to capture the audience's attention in the future.

By implementing this data-driven strategy, brands can not only increase engagement but also create a more personalized and relevant digital experience for their audience. Gen Z, as a group that tends to be more critical and value authentic interactions, will be more attracted to brands that understand their needs and preferences. Therefore, continuous engagement measurement and the ability to flexibly adjust strategies are the main keys in ensuring the effectiveness of content marketing in the digital era

CONCLUSIONS

Generation Z has a strong preference for marketing content that is authentic, visual and interactive. They trust brands that demonstrate transparency, social value, and relatable storytelling. Direct interaction with audiences through social media and user-generated content is crucial in building long-term relationships. The preferred content formats are short videos, infographics, and live streams that are concise and creative. Platforms such as TikTok, Instagram Reels and YouTube Shorts are their main channels of information consumption. Influencers and customer reviews are trusted more than traditional advertising. An effective marketing strategy should emphasize authenticity, interaction and audience engagement. Proper utilization of digital platforms increases engagement and brand awareness. Collaboration with influencers and user-generated content builds communities and strengthens trust. Measuring engagement and adapting strategies based on data ensures marketing effectiveness. Brands that adopt this approach will find it easier to build loyalty and sustainable business growth

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